



The Five Principles of Connected Measurement

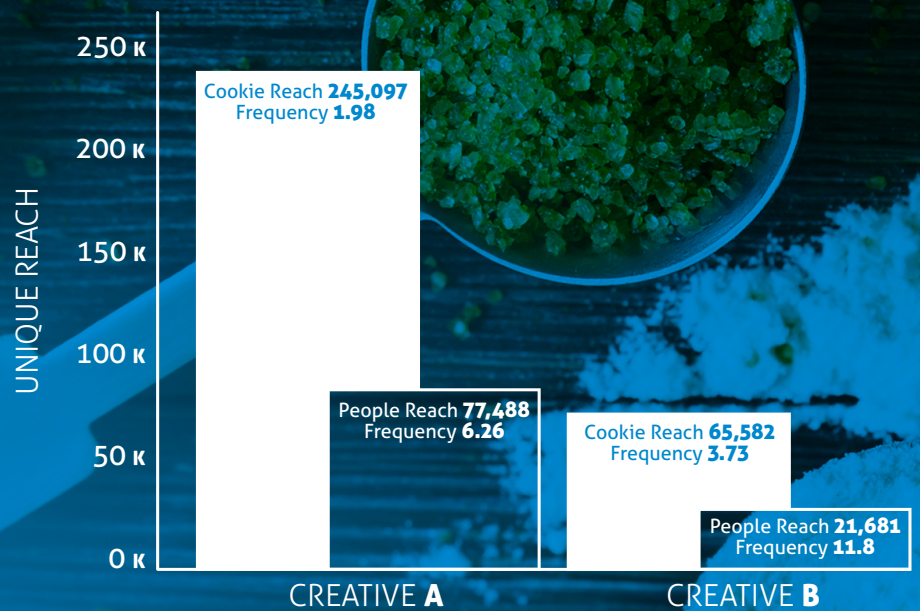
Take the guesswork out of marketing performance

Are you actually reaching the right customers and prospects? Are you reaching them often enough to raise awareness or are you reaching them too often and turning them off – and therefore spending more than needed? Are you struggling to understand why shifts in your marketing investment aren't generating lift or are dragging down results?

To deepen customer engagement, quantify lift and identify which marketing campaigns are driving revenue, you need accurate measurement to ensure your marketing investment is working for you, not against you.

Principle 1: Cookies Don't Count

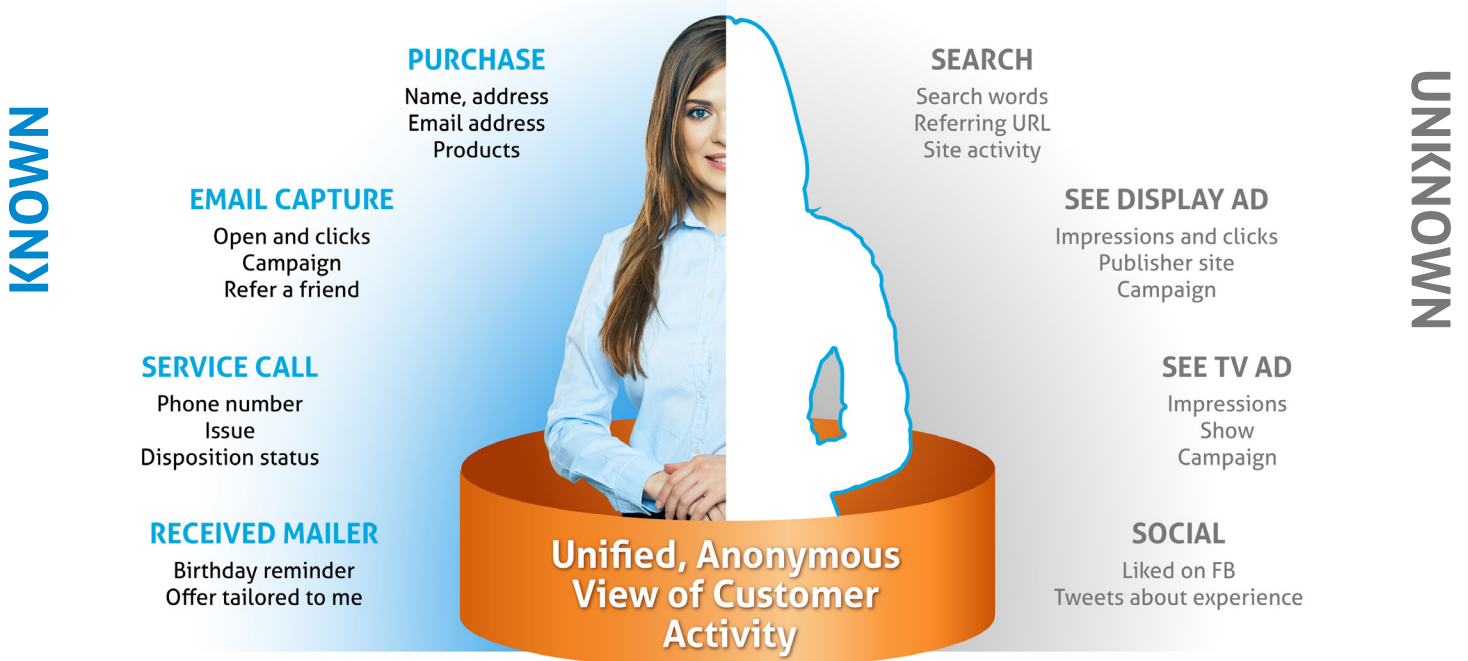
Cookies are a staple for marketing but can be a dangerous foundation upon which to base your marketing spend. They're a highly imperfect indicator of both reach and frequency when more than 50 percent of U.S. consumers use three or more devices¹. Instead of tracking cookies it's necessary to integrate all data about marketing programs and all data about results into a privacy-compliant data hub that supports people-based recognition for accurate measurement. That data hub provides a more accurate foundation to follow consumers on their journeys, engage them consistently across all channels and track your marketing spend and results.



For Creative A cookies overestimate reach and underestimate frequency by more than 300 percent.

Principle 2: All Activity Matters

Anonymous activity such as site visits, exposure to display ads and social media sponsored posts provide many more signals of consumer behavior and intent than a more limited set of known individuals. This activity provides additional insight that augments traditional, personally identifiable information sources such as purchase data, email, service call and mailing info. Combine anonymous data with information from known contacts to form a complete and accurate single view of customers that you can leverage as you develop future marketing efforts.



A complete and accurate single view of customer activity requires both known and anonymous data.

Principle 3: Online is Not All Right

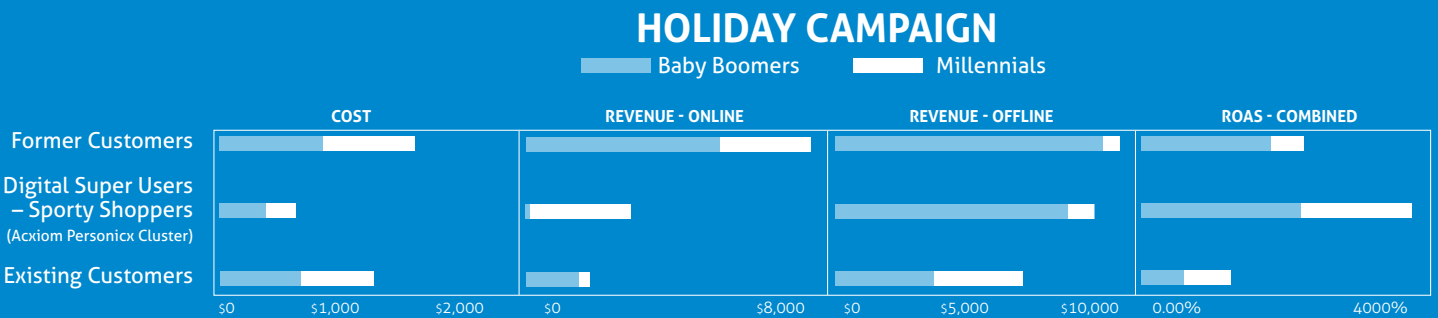
Online conversions continue to grow but still don't provide the whole story, especially since more than 90 percent of purchases still happen offline². True return on investment and cost per acquisition can only be assessed if the true rate of conversions is known. There are a variety of ways to measure offline conversion. The first is general observation, where changes to marketing spend are compared to changes in results. Additional methods include solicitation of individual feedback directly or using cookies to link results to ad reach and frequency. Finally a people-based approach can be used to more accurately tie marketing changes to sales lift.

	GENERAL OBSERVATION	PANEL-BASED	COOKIE-BASED	PEOPLE-BASED
	Only works for simple marketing mix; misses multivariate relationships & unobservable variables, weakening links	Small data set limits granular analysis, lowers statistical confidence, and increases non-response bias	Somewhat accurate; may result in and amplify duplicates	Highest accuracy and statistical confidence
Measurement				
Modeling				
Journey Analysis				

People-based recognition provides a better approach to accurately measure offline conversion.

Principle 4: Audience Overlay Drives Optimization

Not all customers and prospects are alike. That's why brands invest in a variety of campaigns, channels and creative. Overlay detailed audience segments when analyzing conversion and lift. For instance, your existing customers, former customers and a new prospect segment may respond quite differently to your holiday campaign. Meaningful differentiation based on demographics and behavior enables you to optimally reallocate channel budgets, tweak creative or adjust offers to boost the return on marketing spend.



Audience overlay enables you to identify where your marketing spend generates the biggest lift. In this example, overlaying audience segmentation indicates that Millennials were more likely to purchase online compared to Baby Boomers within the Sporty Shoppers** prospect group.

Principle 5: Proactive Privacy and Protection

Customers and prospects are much more comfortable sharing personal data than ever but are quick to abandon and publicly criticize brands that take a cavalier attitude to data protection and privacy. The more information you have about customers, the higher the responsibility to protect it. Proactive policies that go beyond the letter of the law or industry guidelines preserve the hard-won trust built with consumers and keep your company out of the headlines.

Maintaining consumer trust in your brand requires a proactive combination of capabilities and policies.



Marketing Performance Without the Guesswork

Marketing performance doesn't start with perfection. It relies on a repeatable process of optimization based on accurate measurement and testing of what really works for each specific customer segment. That requires end-to-end knowledge of audience attributes, marketing effectiveness and true incremental lift that includes both online and offline sales.

¹ https://www.bcgperspectives.com/content/articles/media_entertainment_digital_economy_follow_the_surplus/?chapter=3

² https://www.census.gov/retail/mrts/www/data/pdf/ec_current.pdf

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